

Message Text

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ACTION COME-00

INFO OCT-01 EUR-06 ADP-00 EB-11 SCI-06 CEQ-02 EPA-04 RSC-01

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FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 491

UNCLAS STOCKHOLM 2679

E.O. 11652 N/A

TAGS: BEXP SW

SUBJECT: SPOKANE EXPO 74

REF: DEPARTMENT A-5774, JULY 6, 1973

1. SPOKANE EXPO COMMISSIONER GENERAL J. WELLES HENDERSON, EXPO CORPORATION PRESIDENT KING COLE, AND EXECUTIVE ASSISTANT WILLIAM WARNES, ACCOMPANIED BY EMBASSY OFFICERS CHINN AND SHERWOOD, WALLED ON SWEDISH MINISTER OF AGRICULTURE, INGEMUND BENGTTSSON ON THURSDAY, AUGUST 2, TO DISCUSS POSSIBILITIES OF SWEDEN'S PARTICIPATION IN SPOKANE EXPO. BENGTTSSON IS KEY DECISION-MAKER IN SWEDISH GOVERNMENT RE PARTICIPATION AS ENVIRONMENTAL AFFAIRS (THEME OF EXPO) FALL WITHIN MINISTRY OF AGRICULTURE. BENGTTSSON APPEARS TO BE FAVORABLY DISPOSED TO PARTICIPATE. WILL DISCUSS MATTER WITH OTHER SWEDISH GOVERNMENT OFFICIALS, ESPECIALLY ENVIRONMENT PROTECTION BOARD'S DIRECTOR, VALFRID PAULSSON, AND RETURN WITH DECISION AS SOON AS POSSIBLE.

2. GROUP ALSO DISCUSSED SPOKANE EXPO WITH TWO SAS OFFICIALS, JOHN HOYER AND PEDER ALMING, IN THE TRADE CENTER AUGUST 3. SAS HAS BEEN DESIGNATED EXCLUSIVE OVERSEAS CARRIER FOR EVENT AND IS CONSIDERING CONSTRUCTING AND OPERATING SAS RESTAURANT ON EXPO GROUNDS. SAS IS ALREADY PREPARING PROMOTION PLAN FOR SELLING
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"EXPO '74" AND WILL SHORTLY NAME COORDINATOR FOR

EXPO IN MOST EUROPEAN CAPITALS.

3. EMBASSY STOCKHOLM CONTACT FOR EXPO '74 IS HARRISON
B. SHERWOOD, TRADE CENTER.

4. SPOKANE EXPO GROUP WILLING TO RETURN TO STOCKHOLM
IF FURTHER MEETING WITH GOVERNMENT OFFICIALS CONSIDERED
USEFULL TO NAIL DOWN SWEDISH PARTICIPATION.
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